



# Power

## EQUIPMENT TRADE

Established 1952  
 Issues Per Year: 8  
 Issues This Report: 8

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### PUBLICATION DESCRIPTION

Published 8 times per year, *POWER EQUIPMENT TRADE* maintains a large dealer circulation by covering the latest trends and developments in dealer business management and operations, while also covering the latest power equipment products and technologies for dealers to showcase.

### FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

*POWER EQUIPMENT TRADE* serves retailers, including power equipment/powersports retailers, hardware/home centers/multi-dept. retailers, rental centers, wholesalers, distributors, jobbers, power equipment and/or powersports manufacturers and others allied to the field.

Qualified recipients are owners, partners, presidents, CEOs, CFOs, vice presidents, finance officers, purchasing managers/supervisors and buyers; sales managers, service managers, parts managers mechanics; other titled and non-titled personnel and company addressed copies.

### AVERAGE CIRCULATION: JANUARY 1, 2015 - DECEMBER 31, 2015

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Total Qualified
Individual Subscription	11,635	25	11,660
Association/Group/Directory Lists	6,052	-	6,052
Bulk Distribution	41	-	41
Single Copy Sales	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,728</b>	<b>25</b>	<b>17,753</b>

NON-QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Total Qualified
Advertiser/Agency	221	-	221
Sales/File/Office/Return/Other	796	-	796
Trade Show/Convention/Special Event	186	-	186
<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>1,180</b>	<b>-</b>	<b>1,180</b>

<b>TOTAL PRINTED</b>	<b>18,933</b>
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry and Job Title Classification, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

## RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Paid Print	Total Qualified	Percent
Individual by Name and Title and/or Company	17,213	21	17,234	99.3%
Individual by Name Only	1	4	5	-
Title Only	-	-	-	-
Company Name Only	75	2	77	0.4%
Bulk Distribution	42	-	42	0.2%
<b>Total Qualified Circulation</b>	<b>17,331</b>	<b>27</b>	<b>17,358</b>	<b>100.0%</b>
Non-Qualified Circulation			717	
<b>TOTAL PRINTED</b>			<b>18,075</b>	

## SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Paid		Renewed, Requested, or Updated Within				Total	
	Print	Print	1 Year	2 Years	3 Years	3+ Years	Qualified	Percent
Direct Request from the Recipient	11,428	20	6,162	4,306	980	N/A	11,448	66.0%
Request from Recipient's Company	58	7	17	48	-	N/A	65	0.4%
Association/Group/Directory Lists	5,803	-	5,803	-	-	N/A	5,803	33.4%
Bulk Distribution	42	-	N/A	N/A	N/A	N/A	42	0.2%
<b>Total Qualified Circulation</b>	<b>17,331</b>	<b>27</b>	<b>11,994</b>	<b>4,384</b>	<b>980</b>	<b>-</b>	<b>17,358</b>	<b>100.0%</b>
Non-Qualified Circulation	717	-					717	
<b>TOTAL PRINTED</b>							<b>18,075</b>	

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Paid Print	Total Qualified	Percent	REGION	Non-Paid Print	Paid Print	Total Qualified	Percent
Maine	133	-	133	0.8%	Kentucky	314	-	314	1.8%
New Hampshire	124	-	124	0.7%	Tennessee	431	-	431	2.5%
Vermont	115	-	115	0.7%	Alabama	366	1	367	2.1%
Massachusetts	342	-	342	2.0%	Mississippi	215	-	215	1.2%
Rhode Island	40	-	40	0.2%	<b>E. S. Central</b>	<b>1,326</b>	<b>1</b>	<b>1,327</b>	<b>7.6%</b>
Connecticut	218	-	218	1.3%	Arkansas	199	-	199	1.1%
<b>New England</b>	<b>972</b>	<b>-</b>	<b>972</b>	<b>5.6%</b>	Louisiana	292	-	292	1.7%
New York	834	1	835	4.8%	Oklahoma	223	-	223	1.3%
New Jersey	323	-	323	1.9%	Texas	841	-	841	4.8%
Pennsylvania	1,038	2	1,040	6.0%	<b>W. S. Central</b>	<b>1,555</b>	<b>-</b>	<b>1,555</b>	<b>9.0%</b>
<b>Mid Atlantic</b>	<b>2,195</b>	<b>3</b>	<b>2,198</b>	<b>12.7%</b>	Montana	80	-	80	0.5%
Delaware	65	-	65	0.4%	Idaho	107	1	108	0.6%
Maryland	230	-	230	1.3%	Wyoming	37	-	37	0.2%
D.C.	5	-	5	0.0%	Colorado	173	-	173	1.0%
Virginia	437	-	437	2.5%	New Mexico	62	-	62	0.4%
West Virginia	157	-	157	0.9%	Arizona	141	-	141	0.8%
North Carolina	679	-	679	3.9%	Utah	104	1	105	0.6%
South Carolina	290	1	291	1.7%	Nevada	39	-	39	0.2%
Georgia	588	-	588	3.4%	<b>Mountain</b>	<b>743</b>	<b>2</b>	<b>745</b>	<b>4.3%</b>
Florida	889	2	891	5.1%	Alaska	28	-	28	0.2%
<b>S. Atlantic</b>	<b>3,340</b>	<b>3</b>	<b>3,343</b>	<b>19.3%</b>	Washington	242	-	242	1.4%
Ohio	1,005	-	1,005	5.8%	Oregon	242	-	242	1.4%
Indiana	668	-	668	3.8%	California	807	-	807	4.6%
Illinois	784	-	784	4.5%	Hawaii	28	-	28	0.2%
Michigan	679	-	679	3.9%	<b>Pacific</b>	<b>1,347</b>	<b>-</b>	<b>1,347</b>	<b>7.8%</b>
Wisconsin	609	1	610	3.5%	U.S. Territories	4	-	4	-
<b>E. N. Central</b>	<b>3,745</b>	<b>1</b>	<b>3,746</b>	<b>21.6%</b>	<b>U.S. Total</b>	<b>17,331</b>	<b>11</b>	<b>17,342</b>	<b>99.9%</b>
Minnesota	549	-	549	3.2%	Canada	-	3	3	-
Iowa	444	-	444	2.6%	Foreign	-	13	13	0.1%
Missouri	427	-	427	2.5%	<b>Foreign Total</b>	<b>-</b>	<b>16</b>	<b>16</b>	<b>0.1%</b>
North Dakota	58	-	58	0.3%					
South Dakota	101	-	101	0.6%					
Nebraska	236	-	236	1.4%	<b>Total Qualified</b>	<b>17,331</b>	<b>27</b>	<b>17,358</b>	<b>100.0%</b>
Kansas	289	1	290	1.7%	Total Non-Qualified	717	-	717	
<b>W. N. Central</b>	<b>2,104</b>	<b>1</b>	<b>2,105</b>	<b>12.1%</b>	<b>TOTAL PRINTED</b>			<b>18,075</b>	

## BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

PRIMARY BUSINESS	Non-Paid Print	Paid Print	Performs Service/ Repair	Supervisory Technical					Total Qual.	Percent
				Corp.	Operations	Personnel	Support	Other		
1. Power Equipment Retailer										
a. Lawn/Garden Equipment	11,251	-	7,192	9,119	1,577	17	217	321	11,251	64.8%
c. Both Lawn/Garden & PowerSports Equipment Retailer	110	-	86	82	20	-	5	3	110	0.6%
d. Parts/Sharpening Service	2,754	-	2,317	2,467	123	3	92	69	2,754	15.9%
<b>Subtotal 1</b>	<b>14,115</b>	<b>-</b>	<b>9,595</b>	<b>11,668</b>	<b>1,720</b>	<b>20</b>	<b>314</b>	<b>393</b>	<b>14,115</b>	<b>81.3%</b>
2. Hardware/Home Center/Multi-Department Retailer	2,006	-	376	1,495	414	5	17	75	2,006	11.6%
<b>Subtotal 2</b>	<b>2,006</b>	<b>-</b>	<b>376</b>	<b>1,495</b>	<b>414</b>	<b>5</b>	<b>17</b>	<b>75</b>	<b>2,006</b>	<b>11.6%</b>
4. Wholesaler, Distributor, Jobber	727	-	112	222	341	5	103	56	727	4.2%
5. Power Equipment Manufacturer	312	-	37	51	133	7	92	29	312	1.8%
6. Both Lawn/Garden & PowerSports Equipment	13	-	2	4	6	-	3	-	13	0.1%
<b>Subtotal 4-6</b>	<b>1,052</b>	<b>-</b>	<b>151</b>	<b>277</b>	<b>480</b>	<b>12</b>	<b>198</b>	<b>85</b>	<b>1,052</b>	<b>6.1%</b>
Others Allied to the Field	116	27	50	98	26	-	7	12	143	0.8%
Bulk Distribution	42	-	-	-	-	12	30	-	42	0.2%
<b>Total Qualified Circulation</b>	<b>17,331</b>	<b>27</b>	<b>10,172</b>	<b>13,538</b>	<b>2,640</b>	<b>37</b>	<b>536</b>	<b>565</b>	<b>17,358</b>	<b>100.0%</b>
Total Non-Qualified Circulation	717	-	-	-	-	-	-	-	717	
<b>TOTAL PRINTED</b>									<b>18,075</b>	

## Description – Power Equipment Trade

Corporate Management & Owners (Corp.) includes owners/partners, presidents, CEOs, CFOs, vice presidents, finance officers, and general managers. Operations Management (Operations) includes operations managers, department and branch managers, superintendents, and directors. Supervisory Personnel includes supervisors, leads, and consultants. Technical Support Personnel (Technical Support) includes mechanics and service personnel. Other includes other titled and non-titled personnel and company-addressed copies.

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Total Qualified
January/February 2015	17,508	25	17,533
March 2015	18,020	23	18,043
April/May 2015	18,543	25	18,568
June 2015	17,884	23	17,907
July/August 2015	17,794	24	17,818
September 2015	17,544	24	17,568
October 2015	17,200	27	17,227
November/December 2015	17,331	27	17,358
<b>6 Month Average</b>	<b>17,989</b>	<b>24</b>	<b>18,013</b>
<b>12 Month Average</b>	<b>17,728</b>	<b>25</b>	<b>17,753</b>

## EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Additions and Removals by Issue.

## Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	# of Copies
GIE Expo	10/21/15 – 10/23/15	Louisville, KY	1,300
<b>TOTAL</b>			<b>1,300</b>

## Bulk Distribution Locations:

	City, State	# of Copies
Blount, Inc.	Portland, OR	30
Stens Corp.	Jasper, IN	12
<b>TOTAL</b>		<b>42</b>

## Source for Association/Group/Directory Distribution Lists:

	Date(s) Added to File
Hoovers Hardware	01/2015
InfoUSA Lawnmower Dealers and Repair	03/2015
InfoUSA Hardware	10/2015

## Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.